



Shannon Soper

SENIOR PRODUCT DESIGNER (UX/UI)

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With seven years' design artistry,
shaping user flows with clarity,
she gifted users with...usability!

EXPERIENCE

Sr. Product Design Consultant | 2023 - 2024

🔗 BuildBetter.ai

- Helped users interact with AI using prompt templates
- Helped users generate modular content using AI workflows

Product Designer | 2021-2023

🔗 Postman

- Created 4% increase in user activation by redesigning onboarding
- Increased paid conversion by 12% by redesigning checkout flow
- Mentored 4 designers until they ran their own usability tests

Product Designer | 2018 - 2021

🔗 Gatsby

- Designed v1 of Gatsby Desktop, Recipes, and Admin
- Shipped v2 of Gatsby Cloud onboarding → successful usability tests
- Led design of Gatsby Plugin Library. It grew from 51 to 3,000+ plugins
- Led design process of Gatsby Tutorial, Site Showcase and Gatsbyjs.org's homepage → successful usability tests

Instructional Designer | 2014 - 2016

🔗 Instructure

- Increased 250+ sales people's adoption of a new methodology from 5% to 60% through creating online learning courses

EDUCATION

UX Design Certificate | 2017

🔗 Devmountain

MA in English: Rhetoric | 2012 - 2015

🔗 Brigham Young University

BA in English Literature | 2005 - 2012

🔗 Brigham Young University

SKILLS

- Figma
- wireframing
- prototyping
- usability testing
- writing
- public speaking